MY ACTIVE IS...

- Snowboarding
- Scuba diving
- Travelling & exploring new cultures
AGENDA

— Trends in online payments
— ACTIVE’s SaaS Model
— Introduction to ACTIVE PayCenter
— Demo
— Feedback & Questions
TRENDS IN ONLINE PAYMENTS

Factors shaping technologies and consumer behavior.
MACROECONOMIC ENVIRONMENT-US

Economic trends shaping online payments

— Fallout from the US recession may impact revenue & payment methods
— Fallout from the sub-prime mortgage credit will impact government revenues
— Less use of credit cards due to the decline in the # of Americans qualifying for credit
— Increased regulation around credit card processing
— US will see an increase in the # of non traditional payment methods
TECHNOLOGICAL ENVIRONMENT

Technological trends shaping online payments

— Cloud computing and “software as a service” will be a big driver
— Reduction of Capital expenditures and large enterprise IT investments
— Lower barriers to entry for startups
— Disintermediation of financial service providers
CONSUMER DRIVEN

Consumer trends shaping online payments

— Today’s consumer is “connected, impatient, empowered, and demanding”
— Want choices regarding access and payment methods
— Want 24/7 government access
— Empowered to critique government services via social media much like they would a restaurant on Yelp
— Very conscientious of fees. Credit card wary
ALTERNATIVE PAYMENT METHODS

Growth of non credit card payment methods

— ECheck, prepaid, and debit will take greater precedence; methods that debit customer’s current account as opposed to on credit – or Cash based
MOBILE

Trends in mobile shaping online payments

— Mobile version of your site is a “must have”

— Native apps
  - Avoid them
  - Do Web apps instead
  - Platform agnostic

— NFC; Near Field Communication

— Tablets will be a big driver in the future
GLOBAL TRENDS

Trends worldwide in online payments

- Remittance & P2P transactions a huge market; facilitated by bank or disintermediaries such as PayPal
- Services for the unbanked; ATM as local bank branch
- Anonymous, untraceable payments via Bitcoin
- International markets don’t always favor credit card and will have their own unique payment methods
ACTIVE’S SOFTWARE AS A SERVICE

A new model for ACTIVE’s government payments.
CUSTOMER FEEDBACK

What we heard from our customers

— Performance is critical; need superior uptime and redundancy capabilities
— Data protection and security is tantamount
— Consumers are becoming more savvy about design and usability expectations
CUSTOMER FEEDBACK

What we heard from our customers

— Mobile is a big trend; citizens want to access information and pay for services irrespective of location
— More cities looking to invest in Cloud based solutions
— Reducing overall cost of IT ownership is key; move towards on demand SaaS model as opposed to large upfront Cap-X
DELIVERING BETTER SAAS SOLUTIONS BEGINS WITH....

PEOPLE

PRODUCTS

TECH & PROCESS

DATA & SECURITY
DATACENTER FEATURES

- Fully Redundant Infrastructure
- Lights Out Operations
- Enterprise Level Backup

- 100% uptime facility guarantee
- 24x7 Monitoring
- Full Suite of Security Tools

- PCI & SAS70 Type II Compliant
- Fabric enabled Unified Computing Technology
DATA IS OUR CUSTOMER’S MOST IMPORTANT ASSET.

- 65 applications
  Meet PCI level 1 compliance

- SSAE 16 certified datacenters

- NIST standards
  Based policies and computing

- Enterprise security
Parking Ticket Payment

Pay your parking ticket online.

You can use Visa, MasterCard, or American Express to pay for parking tickets obtained. The ticket number can be found at the top of your parking ticket.

* License plate number: 

* Ticket number: 

* Indicates required fields
ACTIVITY IS EVERYWHERE
• Collect payments via mobile device and your website

• Post products like parking tickets online and

• Gather information with customized questions

• Customize the shopping cart to match your branding

• View real-time reports through an easy-to-use interface

• Search, manage, refund, troubleshoot transaction
ACTIVE PayCenter

Our new generation POSWeb!
OUR NEW ONLINE PAYMENTS PRODUCT

— Replacement to POSWeb
— Can be enabled without Payment Manager installation
— All the features of POSWeb with the benefits of:
  - Cloud based performance
  - Offset data management & PCI compliance
  - SaaS model
  - Mobile device compatibility
  - Multiple types of products in one shopping cart; true one stop shopping.
DOES ALL THIS!
DATA CONSOLIDATION

Disparate data unified on one platform

- WATER BILLS
- UTILITIES
- PET LICENSES
- PARKING TICKETS
- BUSINESS LICENSE
- PROPERTY TAX

[Diagram of a platform consolidating various data such as water bills, utilities, pet licenses, parking tickets, property tax, and business licenses.]
Customize payment website

Define how your citizens will see the payment website

Banner Image

Choose file

Banner width is 753px. Larger images will be resized to fit. Smaller images will be left aligned.

Cancel

Preview Website

Save

Frequently asked questions

How do I customize the payment website?

How do I remove the banner image for my website?
Parking Ticket - Pay by plate

Ticket Number

What is your plate #?

Lookup
SUMMARY

- You want to save money:
  - SaaS model; bill as you go
  - Less upfront hardware & security
  - Consolidated reporting
  - Online payments = less overhead

- You want performance & scalability:
  - PayCenter is built in the ACTIVE Works service cloud
  - Can handle $2B+ in payments
  - Bomb proof, hack proof data security!

- You want good design usability:
  - Platform agnostic
  - User experience leadership
  - Seamless checkout, 1 stop shopping
Product Demo
Feedback & Questions?
THANK YOU!
KATHRYN.LOEWEN@ACTIVENETWORK.COM